

# KEIR ROBERTS

## NZ ALPINE SKI TEAM



KEIR ROBERTS

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@LIFEOFKEIR®

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## Welcome

My name is Keir and I am an Alpine Ski Racer, racing for New Zealand. I'd like to thank you for taking the time to receive to read this pitch deck and portfolio.

I have just turned 22 years old. I am of New Zealand, Niuean and Cook Island heritage.

In 2022, I was named to represent my country, in the prestigious New Zealand Men's Alpine Development Team. For the last 10 years I have worked hard at my craft, and I've represented New Zealand at multiple International Youth races, taking the NZ Under 21 titles in Giant Slalom, Slalom and Super-G, and across the globe including participating in the Junior World Champs. This is only the beginning!

I have overcome incredible adversities to be named in the New Zealand team, and this is only the beginning of my career. I have a big audacious goal to be consistently racing at the top of the World Cup circuit and at Olympic level no matter what, with the matching desire and determination to work hard to make my goals a reality.

This Sponsorship Pitch Deck is a proud reflection of my successes. It is also a humble request for financial and/or product that enables me to continue my journey of success and to realise my competitive dreams.

Coronet Peak, New Zealand



1st place - Zoncolan, Italy 2023



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## My Journey

I come from a ski mad family. My parents have given everything to enable my passion and talent.

When I was very young, I was diagnosed as hyper-allergic to a number of food groups. This meant a minder through school, limited school camps and a challenging physical pathway.

I was diagnosed with Dyslexia at 6 yrs old and I discovered alpine racing at 8 yrs old. Skiing at this point became my passion and a way to balance my mental and social health.

At 14 I decided to move to Europe to pursue my dream. I attended an Alpine Ski School which merged education with preparing to become a semi-professional athlete, on a shoestring budget.

By 17 I had broken three lower limbs in separate ski accidents but through sheer bloody-mindedness and a burning desire to keep driving forward, I successfully rehabilitated and continued to achieve national success at the U21 level.

At 18 I contracted a very early case of Covid in Europe which went undiagnosed but the outcome was that I am now a Type 1 Diabetic.

Never once have I deviated from my goals. I know that I will be a World Cup athlete. I have overcome more adversity in my youth years in my sport than anyone I know, and I'll continue to work hard to achieve success.

I am asking for your support on this journey and an opportunity to be your brand ambassador.



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## Sponsorship & Support

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### SPONSORSHIP

I am an athlete in a highly visible sport which offers an opportunity for my partners to gain visibility and access to an enormous sports and leisure demographic.

In the Northern Hemisphere season, I attend over 60 race events, in no less than 10 countries, from Bosnia to Finland. I cover more than 50,000 km overland and have the opportunity to be visually recognisable at many national and international events, such as FIS events, World Cup races and the World Champs.

As a national athlete of a fast-growing winter sport, I represent the brand of New Zealand, SnowSports NZ, and Italy's Kappa apparel who have recently become the uniform sponsors for Alpine Athletes of NZ.

In NZ I am recognised as an athlete on the pathway to podium with Snow Sports NZ and am visible in the community of ski racing and snow sports in general.

To continue racing and training at this level, I require the support of a community to help me remove the financially barriers to success



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## The Opportunity

It's really hard to quantify what the opportunity could look like. At the end of the day, supporting a NZ, Niuean, Cook island athlete to achieve success, is a very selfless act.

Economically, if you have a business, it may be eligible for a sponsorship tax deduction providing "they can show that the sponsorship is likely to increase their taxable income". This could be through options such as naming rights, increased recognition or advertising.

As such, for businesses, I offer high **physical representation** on uniforms and equipment, as well as a digital presence on all social media platforms. I am also available for any PR-related opportunities

**The Material:** Real estate space on the suit, jacket, helmet: car sponsorship - with branding

**The digital:** scalable digital and marketing on social media platforms; Use my story and journey in any PR-related materials; Blog about achievements and celebrate my successes with your customers and stakeholders; Be associated with success - put marketing and branding on your website

Supporting my journey gives you an opportunity to :

- Improve brand awareness
- Create Lead generation
- Gain a competitive advantage
- Get positive Press
- Extending your reach - Drive sales



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## The Metrics of Alpine Skiing

### Race Exposure

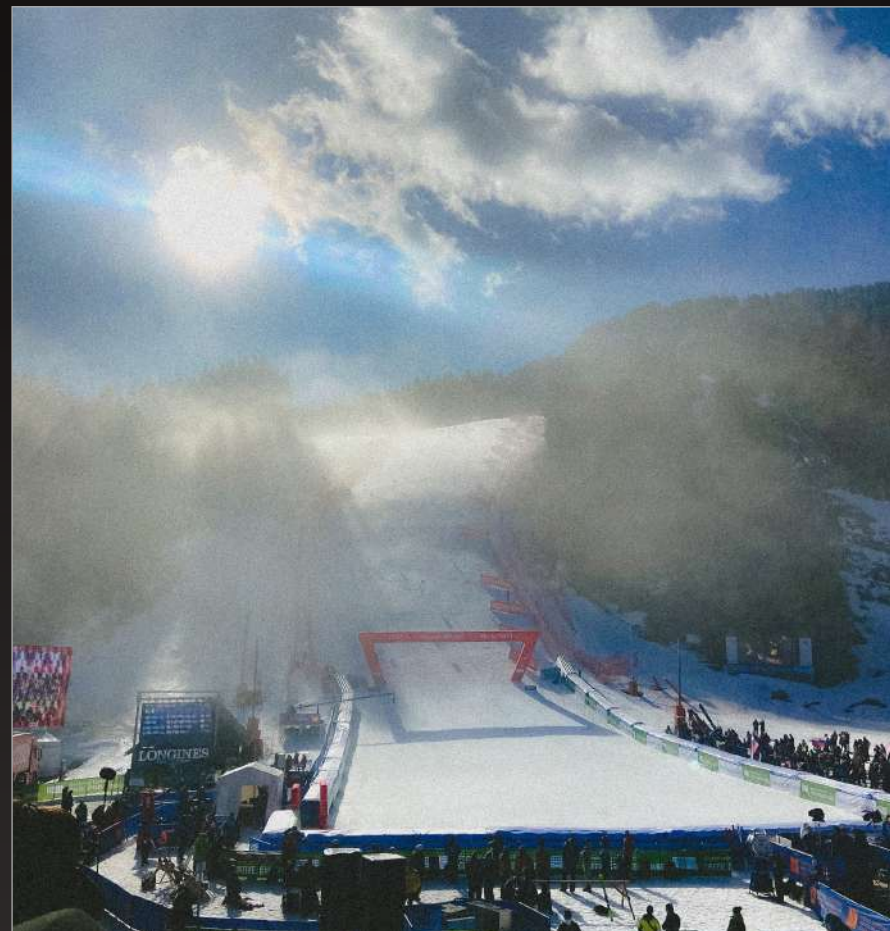
Alpine racing is a world of over 15,000 high level competitive male and female athletes currently competing at FIS level (above 15yrs of age). It is a leading winter national sport of almost every Eu nation, North America and Eastern Europe which is reflected in its well funded TV broadcasting representation. It has considerable coverage in Asia and South America and increasing coverage in NZ and Australia.

Europe has the most registered athletes with the highest percentage of FIS races.

At FIS level, expect 80 - 120+ male athletes per race, average age: 20 - 30yrs plus an equal-sized female field in competition at the same event. There are more than a dozen races each European season per discipline. Athletes are financed by parents who are generally present at all events.

Expect 40 - 60 starts per annum in NZ and Europe.

Associated elite Alpine FIS sponsors: A1 Telekom Austria, Audi, Colmar, Kappa, Longines.



## FIS World Cup Global Overview

# WC STATISTICS

### Global Overview

Audi FIS Ski World Cup 2021/22

	Live	Non-Live	TOTAL	TOTAL 2021	
Audi FIS Ski WC	<b>Cumulative Audience*</b> (M)	362.59	2,017.29	<b>2,379.88</b>	<b>3,280.31</b>
	<b>Number of Broadcasts</b> (#)	3,405	21,808	<b>25,213</b>	<b>27,841</b>
	<b>Broadcast Time</b> (hh:mm:ss)	4088:22:04	10321:05:17	<b>14409:27:21</b>	<b>16567:24:12</b>
	<b>Actual Playing Time</b> (hh:mm:ss)	3321:05:56	9015:33:19	<b>12336:39:15</b>	<b>14030:21:38</b>
	<b>Event Impressions</b> (M)	44,666.17	15,646.81	<b>60,312.98</b>	<b>71,649.64</b>
Sponsorship Evaluation	<b>Visibility</b> (hh:mm:ss)	3233:29:03	8748:00:32	<b>11981:29:35</b>	<b>13881:35:41</b>
	<b>Sponsorship Impressions</b> (M)	35,094.03	10,697.28	<b>45,791.31</b>	<b>53,997.66</b>
	<b>100% Media Equivalency</b> (€)	599,385,211	140,058,756	<b>739,443,967</b>	<b>886,080,066</b>
	<b>Q1 Media Value</b> (€)	144,105,38	32,217,885	<b>176,323,523</b>	<b>207,617,164</b>
	<b>Average Sequence Duration</b> (sec.)	4.34	3.74	<b>4.04</b>	<b>3.36</b>
	<b>Ratio Visibility/Broadcast Time</b> (%)	79.08	84.75	<b>83.14</b>	<b>83.78</b>

\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports

These netrucs show the popularity and depth of Alpine Ski Racing at the high end level. Alpine has a strong feeding base of hundreds of thousands of youth athletes and supporting families.



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## The demographics

### DEMOGRAPHICS

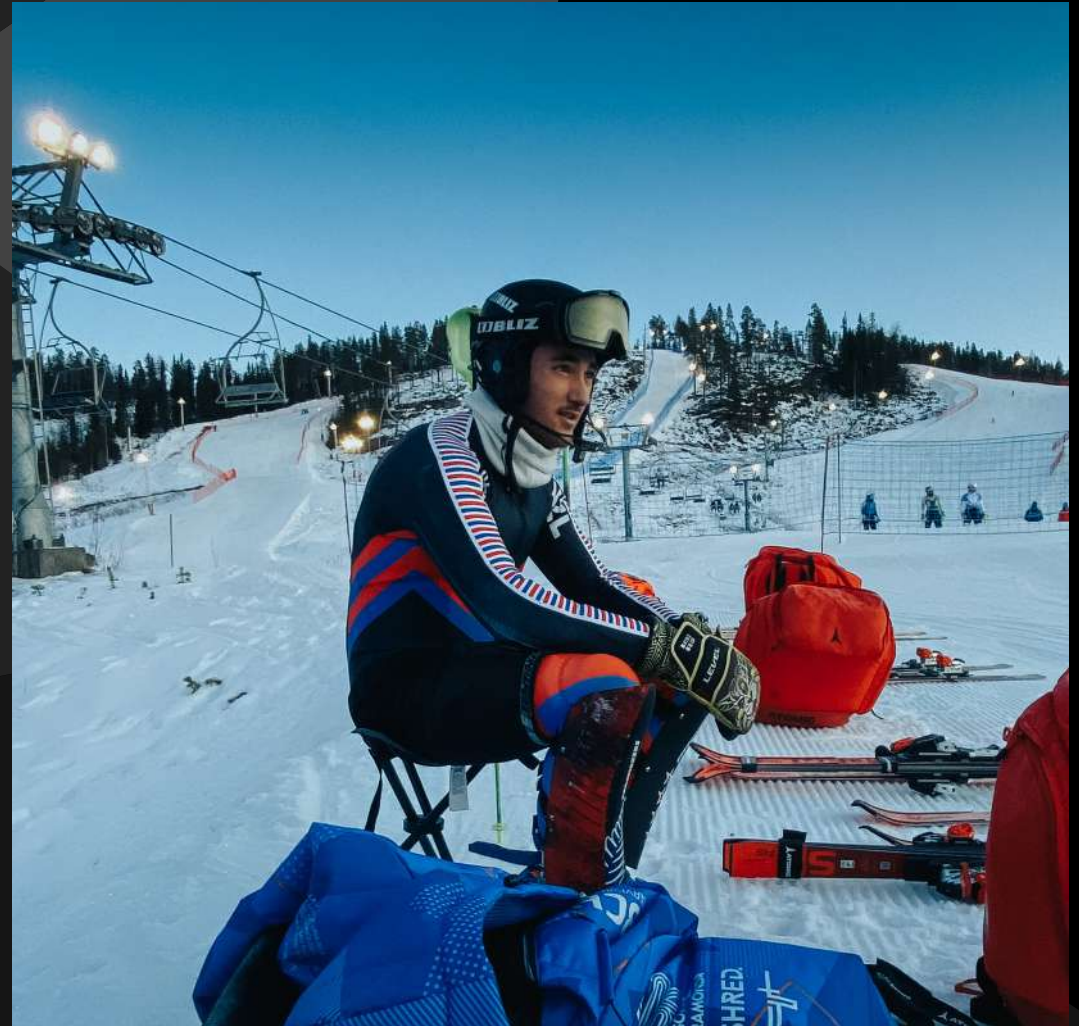
There are two main categories of people

#### A ) Athletes, 16 - 35 years, Male and Female

U21's: Youth, financed by parents, obsessive about 'the look', digital natives but generally veer on the side of sports. Very brand driven. Understand social media and are driven by look and brand association. Fit, healthy and well travelled, educated, disposable income at an early age.

#### B ) Non Athletes - i.e Parents and Fans

Above national average disposable income for finance racing, incredibly brand driven, and buys brand related products which support ski racing i.e Audi or Kappa. Mentally checked in with spending money to create 'successful' athletes, which includes the community of buying brands which are trendy and inspire the children to 'perform' - look good, feel good, ski well.



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## Values and Goals

I am proud of who I am and my journey to date. I dare to dream of huge achievements with strong goals and I am willing to work hard to achieve them.

I believe in people and the ability to innovate and make change in the world via sport and making meaningful connections across age, race, culture, and gender.

Through my commitment to Alpine Ski Racing, I will be the best version of myself possible and I hope to influence others to be the same.

I strive to inspire others and am happy to share my journey as a diabetic athlete. I aim to raise awareness about diabetes and showcase the possibilities of pursuing one's passion and dreams despite the very real daily challenges.



## Why Me?

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# I HAVE A NUMBER OF UNIQUE DIFFERENTIATORS FROM OTHER ATHLETES.

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1. I am a Type1-Diabetic which does not impair my training and racing. In fact, it inspires me to overcome the medical obstacles and achieve greatness.
2. I have Dyslexia which has been both a challenge and a gift. It has meant my pathway has been more carefully curated and I learn in a different manner than others.
3. I am a New Zealander and Pacific Islander by decent.
4. I am a multiple age category national champion.
5. Skiing is my career and passion, not a hobby - I am committed and determined to be a World Cup athlete.
6. I am not from a wealthy NZ family; my family have worked very hard to support my journey.

**Sponsorship would change the landscape of opportunity.**

## Why Me?

# WHY ME COMPARED TO OTHER SNOWSPORTS ATHLETES?



**1. Being Present:** The pathway of an alpine athlete is harder and longer than ANY OTHER snowsports. Turning up day after day shows commitment to my sport

**2. Longevity of Brand:** The average age of a World Cup athlete is 29, compared to Snowboarding success at 18 years - this gives sponsors a longevity of brand recognition unparalleled in Snowsports.

**3. Developing & Executing my craft:** To get to the World Cup - the pinnacle of our sport, first an Alpine athlete must do 4 years in U14 and U16. 5 Years in U21, and then approx. 4 years in open FIS, 2-4 years at Continental Cup level before arriving at World Cup level: It takes 10-15 years to perfect my craft, and even then its ever evolving. No two runs, races or season are ever the same.

**4. Commitment:** An alpine athlete must compete on different fields, with different terrain, in differing weather conditions with differing snow types, with different course sets EVERY RUN, and be the best every time in order to succeed - race after race, year after year. The complexities and commitment to our sport speaks to a mental and physical strength UNPARALLELED in snow sports

**5. Statistically Superior:** Alpine / downhill skiing continues to dominate winter participation numbers globally. Skiing is the most enjoyed alpine sport in the world therefore the pool of potential customers is exponentially larger and stronger than any other winter snow sport.

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## The Cost of Success.

I seek only enough support to enable me to become successful in Alpine Ski Racing. The costs are prohibitive to most athletes NOT from a high socio-economic bracket. In order to drive my points down, and create a platform for success, I need financial aid. I must join a professional team, I need the tools to do my job (skis and equipment), and the ability to move to compete in races and not be inhibited by cost. I am working part time over summer to contribute to my pathway, but need your support to help me succeed.

	EST PER ANNUM COST €EUR	DETAILS
<b>Training Fees</b>	€20,000	This covers only Europe training fees.
<b>Accommodation rent</b>	€4,000	Northern hemisphere winter season
<b>Accommodation travel</b>	€6,000	Cost of hotels/hostels while travelling
<b>Ski Passes</b>	€2,000	Local, Glacier and race passes
<b>Travel in season</b>	€2,000	Cost of fuel and transport
<b>Gym</b>	€1,500	Equipment and Memberships
<b>Skis, Boots</b>	€10,000	3 x GS, 2 x SL, 2 x SG, 2 x DH, 2 x Boots
<b>Uniform</b>	€1,200	Anti-Cut and Base Layers
<b>Equipment</b>	€2,500	Helmets, Chin Guards, Arm and shin Guards, Poles x 2 SL, Poles x 3 GS.

## Your Opportunity.

### STATUS

General Contribution.	I welcome any contribution to my journey, regardless of its size - in all forms; both financial and in sponsored product
Level 1 Contribution.	€2,500 - €7,500 per annum; I will always strive to best represent your brand in social media, including your logo on my uniform and social media
Level 2 Contribution.	€7,500 - €15,000 per annum; Uniform sponsorship and social media coverage.
Level 3 Contribution.	€15,000 - € 25,000 per annum: premium sponsorship of helmets, jacket, pants and race suite. 100% commitment to brand representation through all social media challenges and any PR events

YOUR HELP

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## My Podiums



**FIRST PLACE**  
Ravascletto-Sudtrio, Italy - 2022



**THIRD PLACE**  
Santa Caterina, Italy - 2022



**THIRD PLACE**  
Ravascletto-Sudtrio, Italy - 2023



**FIRST PLACE**  
Zagreb-Sljeme, Croatia - 2022

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## My Podiums



**SECOND PLACE**  
Zagreb-Sljeme, Croatia - 2022



**FIRST PLACE**  
Ravascletto-Sudtiro, Italy - 2023



**THIRD PLACE**  
Cortina d'Ampezzo, Italy - 2022



**NATIONAL JUNIOR CHAMP, GS X SG X SL**  
Coronet Peak, New Zealand - 2019/20, 2022/23



# THANKYOU

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## A BIG THANKS

Thank you for taking the time and energy to read my  
Sponsorship Pitch Deck.

I am driven to succeed and am differentiated from other  
athletes by the very nature of my unique journey to date,  
my work ethic, my unwavering desire to be the top in my  
field and my success within the sport to date.

I am proud to be a Kiwi, a Niuean, a European and  
everything else that makes me who I am. I am a successful,  
winning Alpine Athlete on the International stage. With  
your help, my unique story becomes  
our success and journey.

Thank you.

Keir.

### CONTACT

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